

## CONTRACT



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

www.Fox8.com

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 569601 /		<u>Alt Order #</u> 09798290
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 08/21/12 - 08/31/12		<u>Estimate #</u> 1639
<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	8	08/21/12	08/27/12	M-F 6a-8a	6a-8a Rotator		:30			NM	3	\$4,800.00
		FOX 8 NEWS AT 6A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				3	\$1,600.00			
N 2	8	08/21/12	08/27/12	M-F 6a-8a	6a-8a Rotator		:30			NM	3	\$4,800.00
		FOX 8 NEWS AT 7A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				3	\$1,600.00			
N 3	8	08/21/12	08/27/12	M-F 9a-10a	9a-10a		:30			NM	4	\$4,400.00
		FOX 8 NEWS IN THE MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				4	\$1,100.00			
N 4	8	08/26/12	08/26/12	FOX News Sunday	9a-10a & 10a-11a i		:30			NM	1	\$600.00
		FOX NEWS SUNDAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$600.00			
N 5	8	08/21/12	08/27/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	3	\$2,100.00
		FOX 8 NEWS AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				3	\$700.00			
N 6	8	08/21/12	08/27/12	M-F 2p-3p	2p-3p		:30			NM	1	\$400.00
		DIVORCE COURT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				1	\$400.00			
N 7	8	08/21/12	08/27/12	M-F 2p-3p	2p-3p		:30			NM	3	\$1,200.00
		JUDGE ALEX										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				3	\$400.00			
N 8	8	08/21/12	08/27/12	M-F 4p-5p	4p-5p		:30			NM	5	\$3,000.00
		JUDGE JUDY/JUDGE JUDY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-WTF--				5	\$600.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	8	08/21/12	08/27/12	M-F 6p-7p News	6p-7p News		:30			NM	2	\$4,000.00
		FOX 8 NEWS AT 6P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTF--				2	\$2,000.00			
N 10	8	08/21/12	08/27/12	M-F 6p-7p News	6p-7p News		:30			NM	3	\$6,000.00
		FOX 8 NEWS AT 630P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTF--				3	\$2,000.00			
N 11	8	08/21/12	08/27/12	M-F 5p-6p News	5p-6p News		:30			NM	1	\$1,800.00
		FOX 8 NEWS AT 5P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTF--				1	\$1,800.00			
N 12	8	08/21/12	08/27/12	M-F 5p-6p News	5p-6p News		:30			NM	1	\$1,800.00
		FOX 8 NEWS AT 530P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTF--				1	\$1,800.00			
N 13	8	08/21/12	08/27/12	M-F 7p-730p News	7p-730p News		:30			NM	1	\$1,800.00
		FOX 8 NEWS AT 7P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTF--				1	\$1,800.00			
N 14	8	08/21/12	08/27/12	Late News Rotator	10p-11p Rotator		:30			NM	3	\$8,400.00
		FOX 8 NEWS AT 10P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/21/12	08/27/12	M-WTFSS				3	\$2,800.00			
N 15	8	08/27/12	08/27/12	FOX Prime Monday 9p-10p	9p-10p		:30			NM	1	\$6,000.00
		HELL'S KITCHEN (R)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	M-----				1	\$6,000.00			
N 16	8	08/22/12	08/22/12	FOX Prime Wednesday 8-10p	8p-10p		:30			NM	1	\$5,500.00
		SO YOU THINK YOU CAN DANCE9										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--W----				1	\$5,500.00			
<b>Totals</b>											<b>36</b>	<b>\$56,600.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	25	\$34,900.00	\$29,665.00
08/27/12 - 08/27/12	11	\$21,700.00	\$18,445.00
<b>Totals</b>	<b>36</b>	<b>\$56,600.00</b>	<b>\$48,110.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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